

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.57



STOCK COLUMN

SOMERSET ROSE NURSERY, Inc.
New Brunswick, N. J.

Return Postage Guaranteed

Somerset's Seeds for Midsummer Sowing

Section 562, P. L. & R.
U. S. Postage
PAID
New Brunswick, N. J.
Permit No. 13

LIBRARY
RECEIVED
☆ AUG 2 1937 ☆
U. S. Department of Agriculture.

U.S. Dept. of Agriculture
Bureau of Plant Industry
Washington, D.C.

Somerset's Seeds

Midsummer and Fall, 1937



SNAPS for GREENHOUSE FORCING

NEW WINTER FLOWERING SNAPDRAGON

We offer six new varieties of Snapdragon for winter flowering. Most of these we have had an opportunity to observe, and we think they are well worth a trial. Why not try several or all of them? You may find a real profit maker among them, and it helps your returns if you can offer something unusual.

Westover White Fringed. Introduced last year in a limited way, this new sort has created a sensation. The flower has an ethereal arresting quality, and the color is a clear pure white. The plant is of strong, sturdy growth, of medium height, and produces freely.
Tr. Pkt. \$2.50. Three for \$6.50

Bezdek's White Wonder. Splendid pure white with long flowering spikes on strong wiry stems. An early and continuous winter bloomer that will not shatter. \$2.00

Bronze Queen. A seedling that has impressed us very favorably. The color is on attractive bronze several shades lighter than Afterglow, and it has all of the good qualities of its seed parent, Rose Queen. The tip will not snap out, and we recommend it to take the place of Afterglow. Well thought-of by all who tried it last season. \$2.00

Embers. Our introduction of last season that has been universally liked. The glowing carmine color is especially striking under artificial light, yet it blends well with practically all flower colors. A profitable variety planted in a limited way to fill out the color selection. \$2.00

Peggy Schumann. Soft pink flowers on a large close flowering spike on sturdy stems. Will not shatter, and the introducer believes it will become a standard variety along with his other introduction Lucky Strike. \$2.00

Schrock's Orchid. A new introduction that should prove desirable. The flowers are an attractive shade of silver lilac with a hint of pink. They are carried on strong stiff stems and are excellent shippers. The fragrance is particularly notable. \$2.00

Other worth while newer introductions (see catalog for descriptions).

Captor	Daybreak	Royal Gold
Celestial	Northern Light	Sonny
	Marion	

Originator's packets any of the above \$2.00 each, any three \$2.00 packets for \$5.00.

Bertha Baur	Velvet Beauty
Cornwallis	Yellow Cheviot Maid
Nicholson's Yellow	White Prosperity
Terry's Surprise Improved	

Originator's packets any of the above \$1.50 each, any three for \$4.00.

SNAPDRAGON (Continued)

STANDARD SORTS (See catalog for descriptions)

Afterglow	New Cincinnati
Ceylon Court	New Deal
Cheviot Maid	Radiance
Cheviot Maid Supreme	Rose Queen
Coates Yellow Perfection	Sun Tan
Jennie Schneider	White Cheviot Maid
Kirkwood Beauty	New Dawn
Lucky Strike	

Originator's strains, any of the above standard varieties, at straight \$1.00 each packet. Many of our growers prefer originator's seed as it is always more true to type. We can also supply above mentioned varieties, not originator's seed, at \$1.00 per packet, any three for \$2.50, any five for \$3.50. 1/2 Pkts. at \$0.60 each. We cannot guarantee this seed for truthness to type and recommend originator's strains.

SCHATZI KUPFER. Peach blossom deepening to apricot. Make no seed. We offer direct from originator. R.C. \$8.00 per 100. 2 1/4" pots \$10.00 per 1000.

SWEET PEAS

EARLY OR WINTER FLOWERING

Cuprocide treatment if desired

The reports we have received on the Sweet Pea seed which we supplied last season, were most gratifying. We will again furnish the same high grade strains that gave such uniformly good results last season.

NEW INTRODUCTIONS

	Oz.	1/4 Lb.	Lb.
Blue Danube. A shade lighter than Mrs. Herbert Hoover and deeper than Blue Bonnet, making an enchanting mid blue. Special merit rating in N.Y.F.C. variety test	\$0.50	\$1.50	\$5.00
Florist Blue. Claimed to be the best clear blue. Very vigorous plants with enormous flowers on long stems	1.00	3.00	10.00
Florist Rose. Pure rose pink, richer and slightly deeper than Annie Laurie. Very long stems and immense blooms	1.00	3.00	10.00
Mariner. Splendid large flowered long stemmed rich blue50	1.50	5.00
Sunproof Orange. Delightful bright crimson orange. A non-fading large flower on long stems. Rated as excellent in the N.Y.F.C. variety test50	1.50	5.00

STANDARD VARIETIES

BLUE			
Ball's Blue. Cornflower blue30	1.00	3.40
Blue Bonnet. Clear deep blue30	1.00	3.40
Mrs. Herbert Hoover. The favorite30	1.00	3.40
BICOLOR			
Columbia. Salmon Rose, white wings30	1.00	3.40
Sunray. Cerise, cream ground30	1.00	3.40
CREAM			
Meadowlark Improved. Cream30	1.00	3.40

Somerset's Plants and Seeds Are Reliable

SWEET PEAS (Continued)

	Oz.	1/4 Lb.	Lb.
CRIMSON			
Aviator. Large crimson scarlet	\$0.30	\$1.00	\$3.40
Grenadier. Poppy scarlet	.30	1.00	3.40
Susanna. Excellent carmine red	.30	1.00	3.40
Vulcan. Orange scarlet	.30	1.00	3.40
LAVENDER			
Harmony. Favorite clear lavender	.30	1.00	3.40
Heatherbell. Mauve lavender	.30	1.00	3.40
Michigan. Extra long stemmed	.30	1.00	3.40
Triumph. Lilac Mauve	.30	1.00	3.40
ORANGE			
Ball's Orange Improved	.40	1.25	4.50
Supreme Orange. Cerise Orange	.30	1.00	3.40
Valencia. Sunproof orange	.30	1.00	3.40
PINK			
Apollo. Soft salmon cerise	.30	1.00	3.40
Ball's Rose Improved. Clear deep rose	.30	1.00	3.40
Boon. Deep salmon pink	.30	1.00	3.40
Bridesmaid. Deep silvery pink	.30	1.00	3.40
Colossal Rose. Similar in color to Jean Mamitsch with larger flowers and longer stems	.30	1.00	3.40
Chevalier. Dark rose	.30	1.00	3.40
Jean Mamitsch. Favorite rose pink	.30	1.00	3.40
Josie. Large rose pink	.30	1.00	3.40
Pride. Long stemmed cerise	.30	1.00	3.40
Sequoia. Enormous golden cerise. No. 1 rating N.Y.F.C. variety test.	.30	1.00	3.40
WHITE			
Hope. Mammoth pure white	.30	1.00	3.40
Snowstorm Improved. Fine white	.30	1.00	3.40
White Harmony. Most popular	.30	1.00	3.40
White Twin. Fine new white	.30	1.00	3.40
MIXTURE			
Choice blend of many varieties	.30	1.00	3.00

Stocks

Our forcing stocks have been highly commended this past season. Silver Lilac continues to be the most popular color, but returns have averaged higher on the white Santa Maria than all other colors. Our introductions of the last season have been generally approved, and we believe that Rose Carmine and Violet will become standard sorts among the column type.

MAMMOTH FLOWERED COLUMN

	Rose Carmine	Violet
New Rose Pink (Special mention 1937 All American Selection) Any of the above three varieties: 1/2 Tr. Pkt. \$0.60; Tr. Pkt. \$1.00; 1/4 Oz. \$2.50; \$10.00 per Oz.		
Silver Lilac, Ball's White, Rose Pink, Chamois (not generally satisfactory), Ruby, Mixed. Any of the above three varieties. 1/2 Tr. Pkt. \$0.60; Tr. Pkt. \$1.00; 1/4 Oz. \$2.25; Oz. \$8.00		

GIANTS OF CALIFORNIA

A branching type blooming about two weeks later than the Column. They have proved very satisfactory for forcing, and Santa Maria is perhaps the most profitable of all stocks. Planted close like Column Stock, they require very little pinching.
Santa Maria (white), Lavender, Rose, Yellow, Blue, Chamois, Mixed. Tr. Pkt. \$0.25; 1/4 Oz. \$1.00; Oz. \$3.50
Improved Bismark and Double Mammoth Beauty of Nice are offered on pages 15 and 16 in our catalog. We recommend these types for late winter or early spring bloom.

Begonia

	Tr. Pkt.
Dresden (New) Plants grow about 9", branch out well, and the large loose clusters are a striking shade of carmine scarlet Originator's Pkts.	\$1.00

BEGONIA (Continued)

	Tr. Pkt.
Luminosa Compacta. A dwarf counterpart of the ever popular Luminosa, that is becoming even more popular than the original. 1/64 Oz. \$2.75; 1/32 Oz. \$5.00;	1.00
Red Pearl (New). Growing 6-8" high the bush is almost completely covered with good sized glowing scarlet blooms. The bronze foliage intensifies the color. Being a hybrid, this variety has more vigor than most sorts and will flourish where ordinary Begonias would not grow. Orig. Pkt.	1.00
Pink Pearl. A duplicate of Red Pearl in pink. Rich salmon pink blooms that literally hide the bronzy foliage. Highly recommended as a winter flowering pot plant. Originator's Pkt.	1.00
Rose Bois de Vaux. A new introduction that seems to be an improvement on the old favorite Chate-laine. The growth is compact and pyramidal with masses of soft pink blooms. 1/64 Oz. \$2.00; 1/32 Oz. \$3.50	1.00
Carmen. Bronze red foliage, rose colored flowers. 1/64 Oz. \$1.75	1.00
Christmas Cheer. Extra large flowered crimson scarlet 1/32 Oz. \$2.25	1.00
Darling. Large light pink with light green foliage. An excellent winter pot plant 1/64 Oz. \$2.00	1.00
Fire Sea, or Blaze of Fire. Very dwarf, compact fiery red flowers and green foliage 1/32 Oz. \$2.00	1.00
Glow. This dark red variety is liked because of its even growth and bronze foliage 1/64 Oz. \$1.50	1.00
Indian Maid. Bronze red foliage like Carmen and bright red flowers 10" 1/64 Oz. \$1.75	1.00
Lightning. Large blood-red buds and bright scarlet blooms. Dark green foliage edged brown. 1/64 Oz. \$1.50	1.00
Luminosa. Favorite deep scarlet. 1/32 Oz. \$1.75	1.00
Prima Donna. Carmine rose, true variety. 1/64 Oz. \$2.75	1.00
Salmon Queen. Brilliant salmon rose. 1/32 Oz. \$1.75	1.00

Delphinium

We have been growing quantities of Delphinium for many years. The greatest of care has been taken to produce superior strains, and critical buyers tell us our strains are better. Fresh seed is necessary for good germination, and you will receive no old seed from us.

	Tr. Pkt.	Oz.
Wrexham (Hollyhock Strain). Finest Mixed. Our Wrexham Seed has been grown for us by a grower specializing in this type. We believe he has brought his strain up to the highest point of perfection	\$0.50	\$7.50
Wrexham Deep Blue Shades. A selection from the above 1/4 Oz. \$2.00	.50	
Wrexham Light Blue Shades. A selection from the above 1/4 Oz. \$2.00	.50	
Selected Double and Semi-Double Mixture. 1/4 Oz. \$2.00	.50	
Blackmore and Langdon Hybrids. Originator's seed from the best varieties. Do not compare this with the usual strain offered 1/4 Oz. \$2.00	.50	7.00
Somerset's Hybrids. 4-6 ft. Our own strain covering many years of selection for hardiness and freedom from disease. The individual flowers are large and produced on long spikes in all shades of blue with a good percentage of doubles	.50	4.00
Iceberg. A selection of white hybrids	.50	4.00
Giant Pacific Hybrids. A new strain with immense blooms mostly in strong blue shades	.50	12.00
Selected Hybrids. A good strain suitable where fine quality is not essential	.35	2.00
Hoodacres White. A fine strain of white. 1/4 Oz. \$1.75	.50	6.00
Belladonna Improved. Large flowered, free blooming, light blue. Favorite cut flower sort. A really superior strain	.40	2.00
Blue Grotto. Deep blue form of the above	.50	3.00
Chinensis Blue Butterfly. Dwarf, deep blue	.25	1.00
Chinensis Alba. Dwarf, white	.25	1.00

Pansy

			Tr. Pkt.	
Don's DeLuxe Cut Flower Strain.	A really remarkable development. Plants grow 3 to 3½ ft. high and produce large heavily textured flowers on 8 to 12 in. stems. Makes a splendid and unique pot plant. Supply of seed limited. (Order early) 3 Pkts. \$5.00		\$2.00	
Harrold's Cut Flower Strain.	Another strain definitely bred for cut flower purposes. Good sized flowers on long stems. 3 Pkts. \$4.00		1.50	
GARDEN STATE GIANTS.	Almost a lifetime of enthusiastic work is represented in this strain. Over many years, in the heart of New Jersey, the originator has been working patiently to obtain a strain that would meet with his high standards. Immense flowers of great substance, a wide range of splendid colors, compact, sturdy plants, early and continuous flowering, and a remarkable resistance to summer's heat make these "Pansies that sell when others go begging." Several of our customers report excellent results for late winter flowering in the greenhouse. Tr. Pkt. \$0.50; 1/8 Oz. \$1.25; 1/4 Oz. \$2.25; Oz. \$8.00; 4 Oz. \$28.00.			
		Tr. Pkt.	1/4 Oz.	Oz.
Engelmann's Special Mixture.	A fine strain with immense flowers mostly in bronze and red shades	\$0.75	\$3.00	\$10.00
Engelmann's Giant.	Dark and light shades, huge flowers, compact and early flowering. Originator's seed	.75	3.00	10.00
Roggli New Swiss Giants, Cardinal (Alpen Glow).	Garnet red	.50	2.00	6.00
Roggli New Swiss Giants, Lake of Thun.	Blue, dark blue blotches	.50	2.00	6.00
Roggli New Swiss Giants, Rheingold.	Yellow, deep brown blotches	.50	2.00	6.00
Roggli New Swiss Giants, Mixed		.50	1.50	5.00
America Special Florist Strain.	Fine bright mixture	.50	2.00	6.00
Frilled Masterpiece.	Large frilled	.50	1.00	3.00
Large Flowering Finest Mixed.				
	1/4 Lb. \$3.00	.25		1.00
			Tr. Pkt.	Oz.
TRIMARDEAU—Large-flowered Bedding Pansy				
Golden Queen.	Yellow.			
Snow Queen.	White.			
Lord Beaconsfield.	Violet, shading to white.			
Mixed in a wide range of colors.				
	Price each of the above	.30		1.50
VIOLA (Tufted Pansies)				
Apricot.	Rich apricot yellow 1/4 Oz. \$1.50	.50		5.00
Blue Perfection.	Light blue	.30		1.50
White Perfection.	Pure white	.30		1.50
Yellow Perfection.	Yellow	.30		1.50
Jersey Gem.	Pure rich violet 1/8 Oz. \$2.50	.50		
NEW VIOLAS				
Arkwright Ruby.	Rich ruby crimson with a darker eye. Fragrant and free flowering 1/8 Oz. \$1.00	.50		7.00
Chantryland.	The finest apricot. Extremely free flowering 1/8 Oz. \$1.00	.50		5.00

Calceolaria

Excellent and easily grown pot plants for a reasonably priced, showy item for Easter and Mother's Day.

			1/2 Tr. Pkt.	Tr. Pkt.
Improved Flower Cloud.	A new type that has been fixed after four years of hybridization. Characterized by a uniform, vigorous, and healthy growth requiring practically no staking. The good-sized flowers come in a wide range of spotted and tigered colors and are produced in immense masses. A remarkable feature is that under cool airy conditions a plant will remain in good condition about three months	1/64 Oz. \$5.00	\$0.60	\$1.00
Albert Kent Hybrids.	A strain of medium growth with a rich assortment of colors in clear and spotted shades	1/64 Oz. \$2.50	.60	1.00
Dwarf Choice Mixture.	This strain is extremely fine as a pot plant because of its compact growth and the fact that it produces its large flowers in a mass. Includes a fine range of colors	1/64 Oz. \$4.00	.60	1.00
Hybrida Multiflora Nana.	Growing about 1 ft. in height, this is a free flowering type with 1½" blooms in a choice mixture of orange, lemon, and gold, beautifully spotted.	1/64 Oz. \$4.50	.60	1.00

Cineraria

Popular pot plants. The strains offered below are considered the most desirable.

			Tr. Pkt.	Oz.
Siter's Rainbow Strain.	Remarkable for its wide range of color. Compact in growth, and the small leaves make for ease in handling. Awarded first prize in Philadelphia Flower Show 1936 and 1937. Originator's packets. \$2.00 each			
Creamer's Prize Strain.	A consistent winner at shows. Very compact in habit. Mixed colors.	1/2 Tr. Pkt. 85c.	1/32 Oz. \$4.00.	1/8 Oz. \$7.50 \$1.50
Weissenseer Strain (Berlin Market).	An excellent strain of dwarf compact growth with medium large flowers. Select mixture, all colors		1/64 Oz. \$1.50	1.00
Multiflora Grandiflora Maxima Nana (New).	Individual florets measure 2-3 inches and are produced in large quantities. Our strain includes many choice colors. Dwarf, compact, 12-16"		1/32 Oz. \$2.50	1.25
Multiflora Nana.	Very dwarf and compact, flowers of large size, and produced in great profusion in a range of splendid colors.			
Azure Blue		1/2 Tr. Pkt.	\$0.60	1.00
Dark Blue		1/2 Tr. Pkt.	.60	1.00
Dark Red		1/2 Tr. Pkt.	.60	1.00
Rose		1/2 Tr. Pkt.	.60	1.00
Mixed Colors		1/32 Oz.	2.00	1.00

Somerset Rose Nursery, Inc.

NEW BRUNSWICK, NEW JERSEY

PHONE, NEW BRUNSWICK 649-J-1

The following are a few items usually sown at this time:

Listed in our 1937 Catalog.	Page		Page
Alyssum. Perennial	19	Dianthus	19 & 20
Aquilegia (Columbine). We offer a number of fine strains suitable for cut flowers	19	Didiscus	9
Bellis (English Daisies)	19	Digitalis	20
Calceolaria	7	Hollyhocks	20
Calendula. Ball's famous cut flower strain, direct from originator	7	Lupinus. Annual	11
Campanula. Annual. Excellent cut flowers if given light treatment	7	Lupinus. Perennial	21
Campanula (Canterbury Bells)	19	Marigolds. Many varieties are excellent for early winter bloom under glass	11
Carnation Grenadin. Dwarf scarlet. A very popular early flowering strain of dwarf compact growth and double bright scarlet blooms. 25c Tr. Pkt.; Oz. \$2.50		Mignonette	12
Carnations	19	Myosotis (Forget-me-not)	21
Centaurea	8	Poppies Oriental	21
Cyclamen. The Binneweis Strain, conceded to be the best	9	Poppies Iceland	21
		Primula. Perennial. Sow in late fall and let it freeze	21
		Stocks	15 & 16
		Wallflower. Annual	17
		Wallflower. Biennial	22

Many other items suitable for midsummer sowing will be found listed in our complete 1937 Price List.

Drop us a card, and we shall be glad to send you a copy.

Somerset's Plants and Seeds Are Reliable